

Message Text

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SUBJ: VISIT USA PROMOTIONAL OPPORTUNITY FOR USTS

FOR ASSISTANT SECRETARY WASHBURN FORM AMBASSADOR BYRNE

1. IA AM AWARE THAT AS A MATTER OF POLICY THE ACTIVITIES OF THE U.S. TRAVEL SERVICE ARE LIMITED TO DESIGNATED NATIONAL MARKETS AND THAT, AS A CONSEQUENCE OF THAT POLICY, USTS CEASED ITS ACTIVITIES IN NORWAY IN FEBRUARY 1973. HOWEVER, I WOULD LIKE TO CALL YOUR ATTENTION TO A UNIQUE, ONE-TIME OPPORTUNITY THAT EXISTS HERE FOR THE PROMOTION OF NORWEGIAN TOURIST TRAVEL TO THE U.S.

2. THIS YEAR MARKS THE 150TH ANNIVERSARY OF ORGANIZED NORWEGIAN EMIGRATION OT THE UNITED STATES WHICH WILL BE COMMEMORATED BY AN IMPRESSIVE LIST OF SPECIAL EVENTS IN OBTH NORWAY AND THE U.S. BECAUSE OF THE WIDESPREAD PUBLICITY THAT IS BEING GENERATED IN BOTH COUNTRIES, 1975 OFFERS A REMARKABLE OPPORTUNITY FOR A VARIETY OF SPECIAL PROJECTS. FOR EXAMPLE, THE EMBASSY HAS SUCCESSFULLY RAISED CONTRIBUTIONS TOTALING MORE THAN \$60.000 FROM U.S. BUSINESS OPERATING IN NORWAY FOR THE CREATION OF SPECIAL SESQUICENTENNIAL SCHOLARSHIPS FOR NORWEGIANS STUDYING IN THE U.S. AND FOR A SPECIAL MUSIC PRESENTATION; MUCH PROJECTS PROBABLY WOULD NOT HAVE BEEN FEASIBLE IN AN ORDINARY YEAR.

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3. BECAUSE OF THE STRONG TIES OF BLOOD LINKING THE TWO COUNTRIES, THIS ANNIVERSARY YEAR IS WIDELY EXPECTED TO SEE TOURIST TRAVEL-IN BOTH DIRECTIONS-AT RECORD LEVELS. HM KING OLAV'S PLANNED VISIT TO THE U.S. IN OCTOBER WILL BE EMULATED BY THOUSANDS OF HIS SUBJECTS. BOTH PAN AMERICAN AND SAS ARE USING AT THE ANNIVERSARY THEME HEAVILY IN THEIR PROMOTIONAL AND ADVERTISING CAMPAIGNS. USIS OSLO HAS PRODUCED TWO PROMOTIONAL PIECES (BROCHURE AND POSTER) COMBINING THE TWO THEMES OF THE 150TH ANNIVERSARY AND VISIT USA WHICH HAVE BEEN ENTHUSIASTICALLY ACCEPTED BY THE TRAVEL INDUSTRY IN NORWAY.

4. MAJOR NEWSPAPERS IN NORWAY PLAN SPECIAL 150TH ANNIVERSARY ISSUES THIS YEAR, AND IT IS TO ONE OF THESE THAT I CALL YOUR ATTENTION. ARBEIDERBLADET, THE NATIONAL DAILY NEWSPAPER OF THE GOVERNING LABOR PARTY, IS PREPARING A 100-PAGE SPECIAL MAGAZINE COMMEMORATING THE 150TH ANNIVERSARY. IT WILL BE DISTRIBUTED FREE IN OCTOBER 1975 TO NEARLY EVERY HOUSEHOLD IN NORWAY AND IS EXPECTED TO REACH A TOTAL READERSHIP OF 2.6 MILLION. THE TOTAL PRINT RUN WILL BE ABOUT 850,000. THE EMBASSY HAS BEEN OFFERED A FULL PAGE FOR TRAVEL ADVERTISING AT A COST OF NKR.40,000 (ABOUT \$8,167 AT CURRENT EXCHANGE RATES) FOR A FOUR-COLOR AD, OR NKR 30,000 (\$6,125) FOR A BLACK AND WHITE AD. THIS IS THE CHEAPEST ADVERTISING, IN TERMS OF PER EXPOSURE COST, THAT HAS EVER BEEN OFFERED IN NORWAY. DEADLINE FOR ACCEPTANCE OF THIS OFFER IS APRIL 15.

5. NORWAY IS A COUNTRY WITH A STRONG CURRENCY AND A HIGH PER CAPITA GNP (U.S. \$5,000 IN 1973) AND ITS 4 MILLION PEOPLE HAVE A STRONG PROPENSITY TO TRAVEL ABROAD (NON-IMMIGRANT TRAVEL TO THE U.S. IN 1973 EXCEEDED 31,000). THESE FACTORS, COMBINED WITH A SPECIAL SITUATION EXISTING THIS YEAR, WOULD APPEAR TO MAKE THIS A TRAVEL MARKETING INVESTMENT WITH A HIGH POTENTIAL PAYOUT. I STRONGLY URGE YOU TO GIVE IT YOUR MOST SERIOUS CONSIDERATION, AND I LOOK FORWARD TO YOUR REPLY.

BYRNE

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